



APPENDIX

H

**Public
Outreach**

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PUBLIC OUTREACH

1. Introduction

The public outreach and participation effort for the 2004 Regional Transportation Plan has been uniquely integrated with the overall SCAG Communications Strategy and with outreach for other major SCAG planning programs. This approach has helped to assure that participants in the transportation planning process better understand the context of the process, the numerous factors that influence the process, such as growth, the economy, and the environment, and the specific role of SCAG. The approach has also been characterized by a greater level of involvement on the part of SCAG elected officials and staff than in prior outreach efforts.

2. Framework

As a metropolitan planning organization (MPO), SCAG is required to implement a public involvement process to provide complete information, timely public notice and full public access to key decisions and to support early and continuing public involvement in developing its regional plans. This is in accordance with Section 450.316(b) of the federal metropolitan planning regulations. SCAG formally adopted a Public Participation Program in September 1993. Further, Title VI of the Civil Rights Act of 1964 and associated regulations and policies, including President Clinton's 1994 Executive Order 12898 on Environmental Justice, seek to assure minority and low-income populations are involved in the regional planning process.

3. Public Participation and Outreach Program

SCAG's multi-pronged Public Participation and Outreach Program has included the following:

- Presentations to established organizations on the RTP throughout the region by SCAG elected officials, subregional representatives, staff, and program consultants
- Specific public workshops on the RTP throughout the region
- Assistance with outreach from subregional organizations
- Direct outreach to the leadership and membership of environmental justice and related activist groups
- Development of written and visual material to communicate the status and content of the RTP, including newsletter articles, fact sheets and PowerPoint presentations
- An on-line public comment form used throughout the outreach program
- SCAG's website featuring the Draft 2001 RTP, including public meeting notices and the latest written information on the RTP
- Spanish translations of fact sheets, the executive summary of the RTP, and key portions of the Environmental Impact Report for the RTP
- Advertising support and media outreach (including press conferences) for the RTP Draft throughout the region.

A unique additional aspect of outreach for the 2004 Regional Transportation Plan was the Southern California Compass growth visioning program. In addition to the above outreach efforts, nearly 1,000 community members, including city staff and elected officials, counties, business, environmental and community leaders, and the public at large, participated in a series of workshops in which they expressed opinions about how the region should grow. The initial regional vision identified through this effort was of a more compact development pattern that influenced the choice of the preferred 2004 RTP.

4. Public Outreach Implementation

In early 2003, an internal staff team was assembled to guide the strategy of outreach for Destination 2030 in conjunction with other major related SCAG planning initiatives, including the Maglev program and the Compass growth visioning effort. This team set up presentations on the RTP to audiences including local elected officials, subregional organizations, county transportation commissions, business organizations, and a variety of other community groups. Materials including PowerPoint presentations, Fact Sheets, and an on-line public comment form were developed. Presentations were made by SCAG elected officials, senior staff, and program consultants.

At the same time, the planning process for the RTP proceeded through the meetings and decisions of SCAG Task Forces, including the Highway and Finance Task Force, the Maglev Task Force, Aviation Task Force, Goods Movement Advisory Committee, and Regional Transit Task Force. Each of these meetings and decision processes was open to the public and included opportunities for public comment. SCAG also continued its extensive, ongoing interagency consultation processes with other transportation and air quality agencies.

As the draft RTP reached completion, a series of public workshops were scheduled. Each workshop provided a brief opening presentation on the RTP, time for attendees to speak with staff and view stations displaying materials on the plan elements, such as highway projects or financing, and a period for recorded oral public comment (as well as materials for written comments). At least one workshop was held in each of the six SCAG counties.

Environmental Justice

To meet Environmental Justice requirements and public expectations, SCAG conducted targeted outreach to environmental justice groups. Staff participated in local planning processes with environmental justice implications and provided RTP materials at a series of regional environmental justice workshops sponsored by South Coast Air Quality Management District, thus reaching interested communities and groups throughout the region. Staff also made targeted presentations on the RTP and environmental justice analyses to meetings of the leadership of local environmental and environmental justice organizations. Key RTP and Environmental Impact Report materials were translated into Spanish to assure accessibility of information to non-English speakers.

5. Communication and Media Relations

Following adoption by the Regional Council on November 7, 2002, SCAG has implemented a communications strategy to raise the awareness and understanding of the general public about SCAG's mission, programs, plans and policies. Goals of the communications strategy include:

- Establishing and effectively communicating the importance of regional governance and of employing regional solutions to Southern California's many policy challenges;
- Improving communications with member local governments and other key stakeholder audiences;
- Enhancing SCAG's profile with the news media and others who influence and shape policies that affect the Southern California region through proper branding or positioning and effective public relations, government affairs, community outreach and member relations programs and activities;
- Supporting and supplementing outreach efforts;
- Integrating SCAG's communications strategy outreach with project and program communications.

The communications strategy includes media relations with electronic and print media sources, communication tools including a quarterly newsletter, an annual report, the SCAG web site, and on-going presentations and workshops to cities, counties, community groups, business groups, environmental groups and other public interest groups.

SCAG's communication strategy was integrated with the RTP outreach program by emphasizing the RTP update process, schedule of activities and other related events. Examples include:

- SCAG Vision newsletter cover story highlighted the challenges facing the region over the next 25 years, provided an overview of the RTP recommendations, included a summary of the growth visioning concept, identified potential funding sources, and encouraged public comment and participation;
- Media advisories and press releases announced the draft plan release, significance of the plan and encouraged public participation;
- Press conferences were conducted with both the general media and ethnic media;
- Editorial board meetings were scheduled at key newspaper outlets;
- RTP presentations were conducted on public affairs talk shows on radio and television;
- RTP events were placed in local newspaper community calendars and electronically transmitted through various organizational mailing lists;
- The draft RTP was prominently placed on SCAG's web site for public review. In addition, the public was encouraged to get involved by completing an on-line survey on regional issues, submitting comments via the public participation form and reviewing the calendar of events highlighting upcoming RTP presentations and workshops.

As a result of SCAG's media relations activities, there were dozens of news articles regarding the RTP in electronic and print media outlets throughout the region, including ethnic media. In addition, the release of the RTP was picked up by the Associated Press which resulted in coverage beyond this region.

6. Public Outreach Results

As of the release of the draft RTP, the following had been accomplished:

- Over 150 public outreach events in total, reaching between 3,500 and 4,000 participants, including over 40 events on Destination 2030, about 40 general presentations about SCAG, and several events related to Southern California Compass;
- Following the media rollout of Destination 2030, coverage by four television and two radio stations, as well as fifteen local newspapers & news services;
- About ten events targeted to environmental justice audiences;
- Ten fact sheets about SCAG and specific programs (e.g., Aviation, Goods Movement, etc.) in English and Spanish;
- Nearly 100 documented public comments received pre-draft.

7. Outreach Activities by Subregion

The following list enumerates the outreach activities conducted geographically within each subregion as indicated, as of October 30, 2003.

Arroyo Verdugo Cities

1. February 19, 2003 - LA and San Gabriel Valley Watershed Council Stakeholder Committee
2. May 29, 2003 - State of Region presentation to the Rotary Club of Glendale
3. September 03, 2003 - South Coast AQMD Environmental Justice Workshop
4. September 15, 2003 - Destination 2030 Presentation to Arroyo Verdugo Steering Committee
5. September 22, 2003 - Dest 2030/RTP Presentation to Glendale Transportation & Parking Commission
6. October 21, 2003 - Destination 2030/RTP Presentation to Glendale City Council
7. October 28, 2003 - Dest 2030 Presentation to Burbank City Council

8. November 05, 2003 - Destination 2030 / RTP Presentation to South Pasadena City Council

City of Los Angeles

1. February 04, 2003 - Caltrans Workshop on California Transportation Plan
2. February 18, 2003 - Central Cities Association, Los Angeles
3. February 18, 2003 - Livable Communities Council
4. February 19, 2003 - LA County MTA Plans and Programs Committee, Compass presentation
5. February 24, 2003 - Center for Govt and Public Policy Studies, Compass presentation
6. February 25, 2003 - USC Career Roundtable for Master's in Planning Students
7. February 27, 2003 - Subregional Coordinators Meeting
8. March 07, 2003 - So Calif Assn of Non-Profit Housing
9. March 12, 2003 - Transportation Improvement Program Workshop, held at Access Services
10. March 13, 2003 - LADOT Board of Transportation Commissioners
11. March 13, 2003 - Presentation on housing needs in region given by Joe Carreras and USC Prof. Dowell Myers
12. May 08, 2003 - Compass Workshop -- Southern California Leadership Network
13. May 21, 2003 - Compass Workshop Cal State Northridge
14. May 23, 2003 - RTP Presentation at SCAG
15. June 02, 2003 - USC Demographic Workshop - "How balanced is California's Growth? Population, Housing, and Employment"
16. June 12, 2003 - Presentation to Policy Class, USC
17. July 08, 2003 - South Coast AQMD Env. Justice Training Workshop
18. July 09, 2003 - Valley Industry & Commerce Ass'n., RTP Presentation
19. July 10, 2003 - Los Angeles Area Chamber of Commerce, Transportation, Water & Infrastructure Committee
20. July 15, 2003 - Central City Association, Transportation Committee, RTP presentation
21. July 21, 2003 - Valley Vote: Regional Transportation Plan Presentation
22. August 07, 2003 - West Coast Corridor Coalition Summer Roundtable Series
23. August 08, 2003 - Metrolink Board - Operation Jump-Start Presentation
24. August 16, 2003 - South Coast AQMD Environmental Justice Training Workshop
25. August 20, 2003 - LA MTA Planning Committee - Operation Jump-Start
26. September 03, 2003 - North County Traffic Forum
27. September 25, 2003 - Envisioning California Conference
28. October 11, 2003 - Southern California Transit Advocates
29. October 21, 2003 - Dest 2030 Presentation to Physicians for Social Responsibility
30. October 23, 2003 - LA Transportation Board Meeting
31. October 24, 2003 - LA Area Chamber LAX Master Plan Task Force
32. November 03, 2003 - Caltrans District 7 Management Staff Monthly Meeting
33. November 05, 2003 - Destination 2030 Public Meeting in SF Valley
34. November 18, 2003 - Destination 2030 Presentation to Porter Ranch Neighborhood Council
35. November 20, 2003 - *Tentative* Presentation to Environmental Justice Groups (Monthly Lunch Meeting)

Coachella Valley Association of Governments

1. January 24, 2003 - League of Cities Desert / Mt. Div., Jim Gosnell to speak on Compass
2. April 24, 2003 - Mark Pisano meeting with Richard Milanovich
3. May 08, 2003 - Palm Desert Board of Realtors
4. May 16, 2003 - Coachella Valley Leadership Conference
5. May 22, 2003 - Compass Public Workshop
6. August 15, 2003 - US / Mexico Sister City Convention
7. November 03, 2003 - APA -- Planners for Coachella Valley
8. November 07, 2003 - Destination 2030/RTP Presentation to Building Industry Association, Palm Springs Area
9. November 10, 2003 - Destination 2030/RTP Presentation to CVAG Transportation Committee
10. November 11, 2003 - Sierra Club Chapter

11. November 14, 2003 - Coachella Valley Association of Governments Technical Advisory Committee Meeting
12. December 01, 2003 - Destination 2030/RTP Presentation to CVAG Executive Committee

Gateway Cities Council of Governments

1. February 08, 2003 - Society of Chinese American Aerospace Engineers
2. February 24, 2003 - Compass presentation
3. May 15, 2003 - Economic Forecast Breakfast
4. August 06, 2003 - Gateway Cities COG Board - RTP Presentation
5. November 18, 2003 - Whittier Sunrise Rotary Club
6. November 04, 2003 - Communities for a Better Environment

Imperial Valley Association of Governments

1. March 20, 2003 - City County Manager's Assoc. in Imperial Co.
2. May 09, 2003 - Compass Workshop - Imperial County Office
3. September 10, 2003 - Destination 2030 Presentation to IVAG Management Committee
4. September 24, 2003 - Destination 2030 Workshop for Imperial County
5. September 24, 2003 - Destination 2030 Presentation to IVAG Regional Council
6. October 22, 2003 - Destination 2030 Presentation to IVAG Regional Council
7. November 10, 2003 - Caltrans District 11 Executive Team Weekly Meeting

Las Virgenes Malibu Council of Governments

1. January 28, 2003 - Las Virgenes-Malibu COG meeting
2. October 21, 2003 - Destination 2030 Presentation to LVMCOG
3. November 11, 2003 - Destination 2030 Public Meeting in SF Valley

North Los Angeles County

1. May 10, 2003 - Compass Workshop - Antelope Valley
2. May 12, 2003 - Discussion of PILUT Scenario 2, SANBAG, North LA County, SCAG
3. May 21, 2003 - Compass Workshop - Antelope Valley
4. June 19, 2003 - Meeting on 5th Ring with Palmdale Area Elected Officials
5. August 21, 2003 - Greater Antelope Valley Economic Alliance
6. September 15, 2003 - Destination 2030 Presentation to North LA County Transportation Coalition
7. November 19, 2003 - Golden State Gateway Coalition Board of Directors Meeting

Orange County Council of Governments

1. February 12, 2003 - Orange County Regional Airport Authority, Al Perdon presents Maglev
2. February 18, 2003 - Draft Calif Transportation Plan 2025 Workshop, SCAG overview with RTP focus
3. February 20, 2003 - Draft Calif Transportation Plan 2025 Workshop, SCAG overview with RTP focus
4. February 25, 2003 - Draft Calif Transportation Plan 2025 Workshop, SCAG overview with RTP focus
5. February 27, 2003 - Orange Co COG, State of Region presentation by Ping Chang
6. April 22, 2003 - Federated Chambers of Commerce of Orange County
7. April 24, 2003 - Tustin Chamber of Commerce Annual Business Expo
8. May 05, 2003 - Presentation to OCTA Board & Committee
9. May 08, 2003 - Presentation to OCTA Transit Planning & Ops Cmte
10. May 12, 2003 - Presentation to OCTA Executive Board
11. May 13, 2003 - Orange County Business Council, Infrastructure Committee
12. May 14, 2003 - High Speed Ground Transportation Assn Conference
13. May 28, 2003 - Presentation to UCI Planning Class
14. June 02, 2003 - Presentation to UCI planning class
15. June 24, 2003 - Newport Beach City Council
16. June 26, 2003 - Orange County Council of Governments

17. July 30, 2003 - Southern California Leadership Network Recruitment Reception
18. August 06, 2003 - SCAQMD Environmental Justice Training Workshop
19. August 19, 2003 - Focus Group on HOV Lane Effectiveness
20. August 20, 2003 - Focus Group on HOV Lanes
21. August 21, 2003 - Focus Group on HOV Lanes
22. September 21, 2003 - Unitarian Universalist Fellowship of Laguna Beach
23. September 25, 2003 - Destination 2030 Presentation to Orange County Council of Governments
24. October 07, 2003 - Meeting on RTP with OCTA Staff
25. October 07, 2003 - OCCOG TAC
26. October 14, 2003 - Orange County Business Council Infrastructure Committee
27. October 23, 2003 - Destination 2030 / Operation Jump-Start Presentation to OCCOG Board
28. November 04, 2003 - Orange County Council of Governments Technical Advisory Committee
29. November 13, 2003 - 7th Annual Regional Economic Forecast Conference
30. November 17, 2003 - Caltrans District 12 Executive Team Weekly Meeting

Regionwide

1. January 28, 2003 - Kick-off event for Compass "News Conference in the Sky"
2. February 07, 2003 - TV interview on "Local Talk" show, Jim Gosnell on State of Region
3. March 28, 2003 - 1st Compass Workshop
4. September 16, 2003 - Scoping Meeting for the PEIR for the 2004 RTP - Destination 2030
5. September 20, 2003 - Fall 2003 Summit with Tribal Governments
6. June 08, 2003 - Pacesetters TV Program -- KTLA, 6:00 a.m.
7. June 12, 2003 - SCAG on "Air Talk with Larry Mantle," KPCC
8. November 06, 2003 - League of Cities Los Angeles Co Division

San Bernardino Associated Governments

1. February 05, 2003 - Caltrans District 7 hosts CA Transportation Plan Reg Workshop
2. February 13, 2003 - Compass Citizen's Advisory Committee (CAC) meeting
3. February 19, 2003 - San Bernardino Associated Governments Committee, John Fregonese presents Compass
4. March 20, 2003 - Compass presentation to League of Cities Inland Empire Div.
5. April 07, 2003 - Compass presentation to Inland Empire Economic Partnership
6. April 25, 2003 - San Bernardino Valley CC, 2nd Annual Inland Empire Transportation Summit
7. May 08, 2003 - Compass Workshop - CSU San Bernardino
8. June 05, 2003 - North End Neighborhood Association, basic SCAG presentation
9. August 06, 2003 - SANBAG Board
10. October 07, 2003 - Victor Valley Meeting on Growth & RTP
11. October 21, 2003 - UCLA Symposium - Finance: The Critical Link
12. October 29, 2003 - POSTPONED - Dest 2030 Presentation to San Bernardino officials
13. November 24, 2003 - Caltrans District 8 Executive Team Weekly Meeting
14. January 20, 2004 - Destination 2030 Presentation to Inland Action Group

San Gabriel Valley Council of Governments

1. June 19, 2003 - San Gabriel Valley Economic Partnership
2. August 14, 2003 - San Gabriel Valley Economic Partnership
3. September 23, 2003 - Alhambra Rotary Club
4. October 07, 2003 - Meeting on 2004 RTP with San Gabriel Valley Economic Alliance
5. November 13, 2003 - Destination 2030 Presentation to San Gabriel Valley Economic Partnership

South Bay Cities Council of Governments

1. August 05, 2003 - RTP Presentation
2. September 25, 2003 - Destination 2030 & Operation Jump Start Presentation to South Bay Cities COG

Ventura Council of Governments

1. April 17, 2003 - Thousand Oaks Rotary Club
2. May 13, 2003 - VCTC Citizen Advisory Committee
3. May 15, 2003 - Compass Presentation
4. August 28, 2003 - RTP Presentation to VCOG
5. September 23, 2003 - Compass Presentation to Editorial Board of Ventura County Star
6. October 03, 2003 - Destination 2030 Presentation to VCTC
7. October 15, 2003 - Destination 2030 Presentation to Port Hueneme City Council
8. November 04, 2003 - Destination 2030 Presentation to Oxnard City Council

Western Riverside Council of Governments

1. January 27, 2003 - Riverside City Council, presentation on State of Region by Hon. Ron Loveridge
2. February 20, 2003 - Riverside County City Managers
3. March 03, 2003 - Western Riverside COG Executive Committee, State of Region presentation
4. April 07, 2003 - Compass presentation by consultant to Western Riverside COG
5. April 10, 2003 - Greater Riverside Chamber of Commerce Good Morning meeting, Announcement of Compass Workshop on May 8th
6. May 08, 2003 - Compass Workshop - Hemet
7. June 04, 2003 - Discussion of PILUT Scenario 2
8. July 08, 2003 - Banning City Council Meeting
9. July 15, 2003 - Ontario Chamber of Commerce Luncheon
10. July 22, 2003 - South Coast AQMD EJ Training Workshop
11. August 15, 2003 - Hemet San Jacinto Action Group
12. August 15, 2003 - Valley Group (Hemet/San Jacinto)
13. October 06, 2003 - Destination 2030 Presentation to WRCOG Executive Committee
14. October 14, 2003 - Infrastructure Roundtable
15. October 24, 2003 - Operation Jump Start Presentation
16. September 03, 2003 - Jump-Start Presentation to RCTC
17. November 12, 2003 - Destination 2030 Presentation to RCTC

Westside Cities

1. May 22, 2003 - Santa Monica College
2. September 25, 2003 - Westside Cities TAC Meeting
3. November 06, 2003 - Santa Monica College Fall Speakers Series - "Smart Cities Are Sustainable Cities"